

#ATLfamilymeal Initiative – Fact Sheet

MISSION AND VISION:

#ATLfamilymeal is an initiative to feed, nourish and restore our greater Atlanta family by bringing local restaurants, non-profits and corporate sponsors together to supply much-needed meals to families and populations in our community who are suffering from hunger and food insecurity.

NEED:

The Atlanta metro area has tens of thousands of low-income residents who suffer from hunger and food insecurity on a daily basis. Many more restaurant workers and members of the Atlanta metro area will likely find themselves with similar levels of food insecurity in the very near future on account of the disruptive effects being seen in markets, schools, travel, restaurants, and workplaces across all sectors in the Atlanta metro area as a result of the COVID-19 crisis.

GOALS:

- (1) Partner with 1000+ restaurants to feed Atlanta through in-restaurant dining and through delivery services;
- (2) Help non-profit partners provide 1,000,000+ additional meals to those in need;
- (3) Secure \$10 million+ in corporate sponsorships for our non-profit partners to facilitate additional meal production for affected members of the Atlanta community.

HOW DOES IT WORK?:

- Participating restaurants would offer at least one (1) “off menu” family meal dish for guests dining in their restaurants, take-out, and through online delivery platforms.
- Family meal dishes should be priced to allow for as much of the dining public to enjoy the dishes as possible, with a price ceiling of \$10/dish.
- Participating restaurants will then pay a portion of #ATLfamilymeal sales to affected populations (i.e., low income families in closed school districts) and/or charitable organizations fighting hunger or supporting hospitality workers (i.e., Community Food Bank, No Kid Hungry, Meals on Wheels, The Giving Kitchen).

MARKETING/SOCIAL MEDIA:

#ATLfamilymeal is the designated hashtag to be used on social media platforms and in the media in conjunction with the #ATLfamilymeal Initiative. Participating restaurants, partners and organizations can use the #ATLfamilymeal hashtag in their marketing materials and social media accounts, and use of the hashtag is encouraged widely in the general public. The goal for the #ATLfamilymeal Initiative is to become a positive rallying cry for the Atlanta community to connect at a deeper level with local businesses, eat good food, and help feed underserved populations who are in need. Additionally, there is broader potential to build momentum around this initiative as a “feel good” story with the press that could stand out in a sea of negative stories. Lastly, the hope is that the #ATLfamilymeal Initiative can become a template for other markets and communities around the country to connect with and support local restaurants while feeding underserved populations.

HOW CAN I SUPPORT?:

- a) Restaurants – Participate
- b) Restaurant Partners (Food Distributors) – Donate food, supplies, resources
- c) Corporate Partners – Donate to non-profit partners, provide back-office resources in-kind
- d) General Public – Buy family meals through #ATLfamilymeal Initiative! Donate! Volunteer!

WHAT IS FAMILY MEAL?:

Each day at restaurants around the world, front-of-house and back-of-house staff partake in a pre-shift ritual called “family meal” where members of the kitchen staff (often times line cooks and prep cooks, not chefs) prepare what is often a humble, hearty and satisfying meal for the restaurant staff to enjoy together. Great pride is taken in the preparation and enjoyment of “family meal”, and the “family meal” ritual captures the essence of hospitality.